

Did Shock Work?

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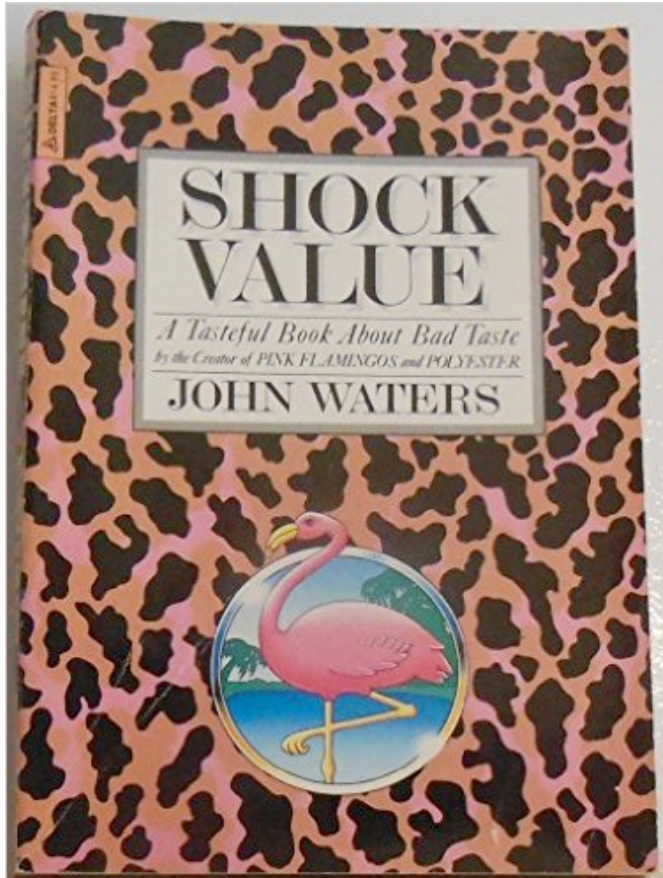
SHOCK MARKETING DID IT WORK?

TTRA MARKETING OUTLOOK FORUM

October 27, 2015

MMGY GLOBAL





- John Waters, The King of Shock
- Wrote the book on it
- Very funny stuff, guaranteed to make you laugh out loud
- If you lend this book to your friends, you will never see it again

“I have always tried to please an audience that thinks they’ve seen everything. I try to force them to laugh at their own ability to still be shocked by something.”
– John Waters



Wholesome shock value is somewhere in here



THREE SHOCKING CASE STUDIES

CASE STUDY I: MILDLY SHOCKING

CASE STUDY 1

CLEVELAND OHIO



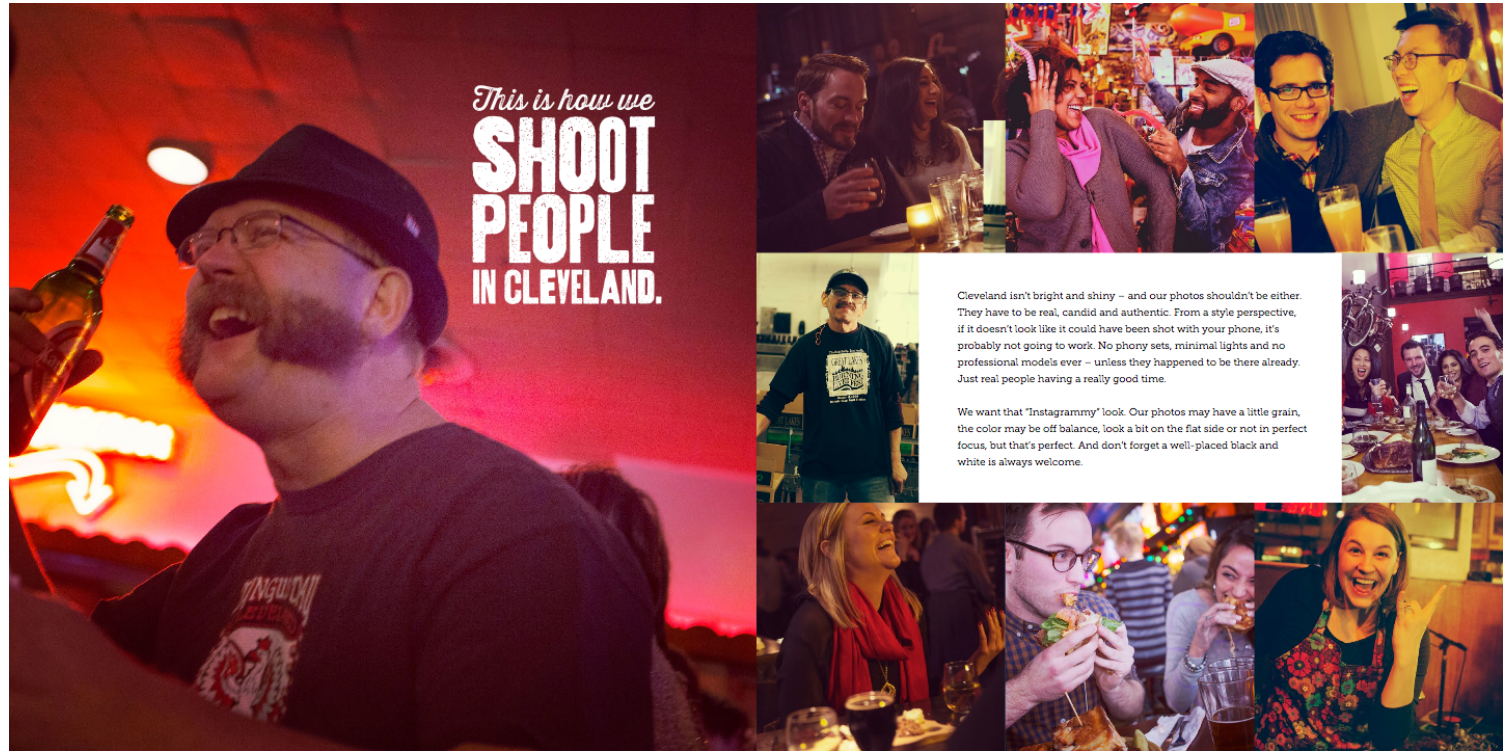
- Some image-association issues dating back a few years
- Consumer awareness limited to a few attractions such as Rock and Roll Hall of Fame
- Local target audience concerns





- Ad campaign that emphasizes local flavor
- Attitude, Millennial appeal
- Best of Show at Adrian Awards
- By most accounts, a successful rebranding initiative





- Controversial images from Cleveland style guide
- No, this is not an advertisement



CASE STUDY 2: A BIT MORE SHOCKING

CASE STUDY 2

SIXT RENT A CAR



- Fifth-largest car rental firm in the world
- Expanding operations in U.S.
- Goal is to market in a unique way, differentiating themselves from other car rental brands





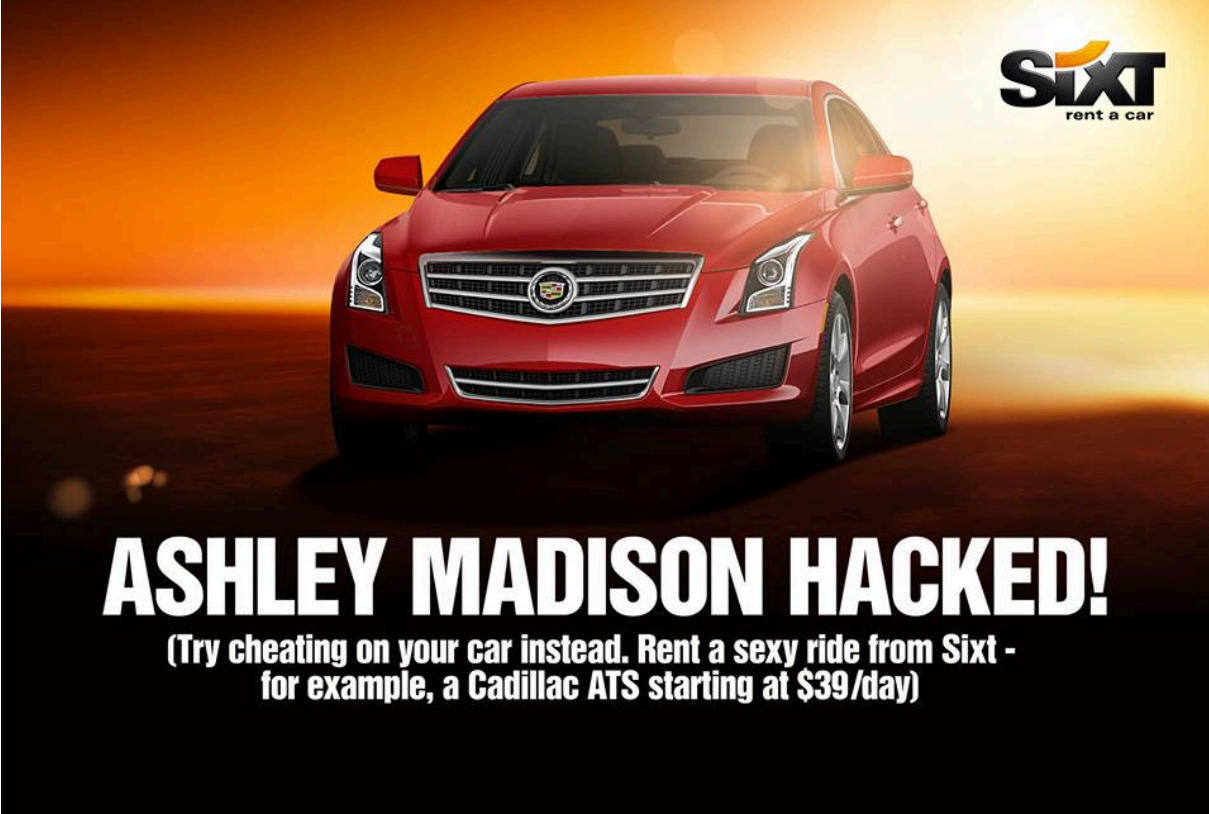
**Stå op hele vejen
med buskort**

**Sixt, frihed & Rock 'n' rolllllll
med Sixt Biludlejning**

sixt.dk

“All the way with a bus pass” vs. “Sixt, freedom, and rock ‘n’ roll”





SIXT
rent a car

ASHLEY MADISON HACKED!

(Try cheating on your car instead. Rent a sexy ride from Sixt -
for example, a Cadillac ATS starting at \$39/day)

Topical humor for U.S. market – “Try cheating on your car instead”





SIXT
rent a car

HEY, CAITLYN. TRY THIS CROSSOVER.
(The Audi Q5 from Sixt. Only \$49 / day)

Is this ad “transphobic?”



CASE STUDY 2

SIXT RENT A CAR RESULTS

- The “Ashley Madison” and “Caitlyn” ads were Facebook posts
- Over 6,000 likes, 700 shares
- “Caitlyn” ad garnered attention from international press
- U.S. business continues to grow
- Client is very happy with the controversy



CASE STUDY 3: YES, THIS IS SHOCKING

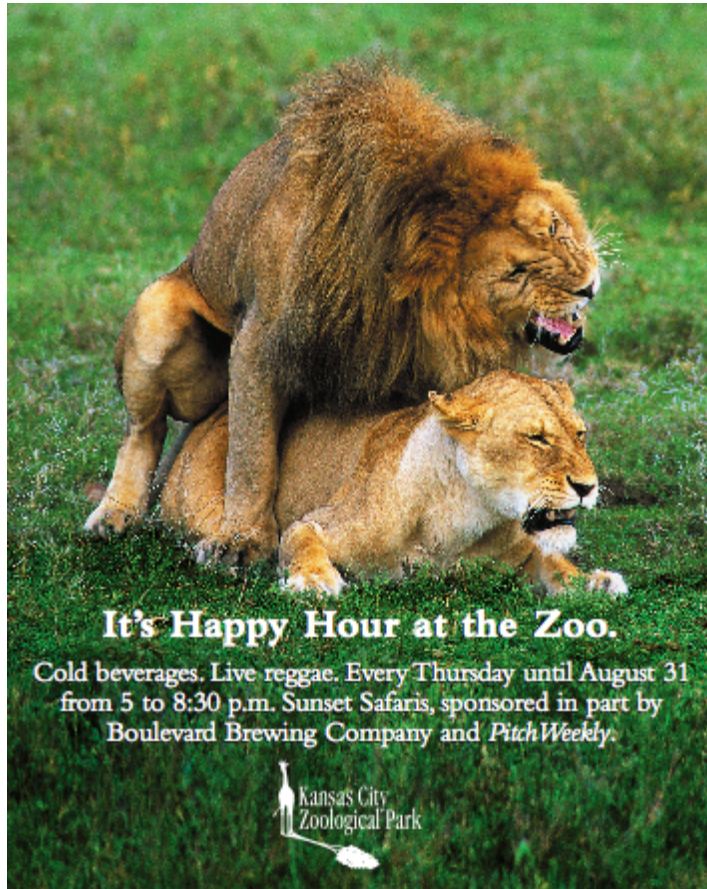
CASE STUDY 3

KANSAS CITY ZOO



- Attractions needed refresh
- Inopportune location
- “Natural environment” vs. “I don’t see enough animals there”
- In need of some excitement and rebranding





- Ad ran twice in a local alternative newsweekly
- Yes, this ad generated a lot of excitement
- Lots of PR coverage
- Attendance increase: only for the next week or two



DID IT WORK?
WOULD WE TRY THIS
AGAIN?

THANK YOU,
DISCUSSION TO FOLLOW

KANSAS CITY

NEW YORK

ORLANDO

FT MYERS

DENVER

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